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S1	0	e-fluentia\$1 or (e ADJ fluentia\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/07/07 16:47
<i>See S2</i> S2	2	burson-marsteller	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/07/07 16:47
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,781,992,993,994,995,996

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T 3/3,K/1

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T 3/9/1

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T 4/3,K/2-10

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Electronic communication and e-commerce are rapidly changing daily life and the exchange of online information is supplanting more traditional modes of getting things done. We have identified a group of online movers and shakers who shape the opinions and attitudes of the Internet community. We call them the **e-fluentials**. Representing 10% of the online population, approximately 11 million users, this group reaches more people on more topics than the average online users.


Knowing the habits of e-fluentials is becoming more important to business every day. Our research has identified who the e-fluentials are, how they spread their messages, where they are active online and many other valuable keys to their influence.



Are you e-fluential?

Take our [short quiz](#) to find out. And be sure to browse the rest of our site to learn more about this powerful group of online influencers.

The e-fluentials study was created and commissioned by [Burson-Marsteller](#) in partnership with [RoperASW](#).

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iMediaConnection.com

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Momentum

09.10.02

[Web Guide](#)
Business 2.0
Business 2.0 posted a hand-picked directory of the best business links on the web for Viral Marketing information. Burson-Marsteller's e-fluentials Web site made the list.

07.01.02

[Mastering the PC Domain; Surveying the Digital Domain](#)
Poptronics

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[Web? What Web?](#)
Forbes

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[Burson-Marsteller To Help Clients Tap The Power Of Influential Online Consumers](#)
Internet Wire

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Smart Business

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[Heavy Internet Users Affect Decisions of Many](#)
The Philadelphia Inquirer

March 2002

[Pass It On](#)
dot CEO, a supplement to Chief Executive Magazine

02.07.02

[Look Who's Talking](#)
TheTechMag.com

02.01.02

[A Chat Room of One's Own](#)
Cox News Service

January - February 2002

[Characteristics of Online Influencers](#)
Cancer Communications Update, National Cancer Institute

01.21.02

[E-fluentials key to online success](#)
NUA Internet Surveys

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ClickZ Today

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e.magazine

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E-fluentials
Dotkom Internet Consulting

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Influential Web Users Rely on Company Web Sites for Word On Brands & Services
AdNoir.com

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Online Influencers Rely on Company Web Sites
internet.com

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You read it here and you just may buy it
Seattle P-I

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Revisiting the E-Fluentials
Grayrun Group, PR Toolbox

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Opinionslederne får større påvirkningskraft med Internett
Digi

12.05.01

Net Marketing
Italia Online, 42NLab

10.31.01

Internet PR- siamo solo all'abc, altro che crisi! Vedrete. Così Shel Holtz a Portoros...
Ferpi

02.11.01

The Mouth that Roars Through the Internet
The Fresno Bee

01.22.01

Le Point De Vue De
Les Echos

11.20.00

Who Is Your e-fluential?
clickz.com

October-November 2000

Reach Out And Touch Someone With Technology
Personal Computing

10.23.00

Influential Public Figure Speaks To Journalism
KyKernel.com

October 2000

Viral Marketing Is Nothing New
MC

08.31.00

Trends and studies of interest -- e-fluence
Best Practices e-Advisor

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New Study Finds Online Influencers Have Exponential Power On The Internet
Green Bay News - Chronicle

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B-M Wins Friends, e-Fluences People
PR Week

August 2000
Estudio "E-fluentials" de Burson-Marsteller
Cybercenter

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Top 200 Hi-Tech Rankings 2000
PR Week

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Spanish PR Market Surges Anew In '99
PR Week

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Who Wants To Be An 'e-fluential'?
The Christian Science Monitor

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Study Finds Online Influencers Have Exponential Power On The Net
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Knowing What Motivates Online Opinion Makers Is Real Secret
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Should Parents Just Stop Worrying And Learn To Love AOL?
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Cyber Atlas

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A Special Background Report On Trends In Industry And Finance

The Wall Street Journal

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Beverly Schuch

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						Sep 26, 2002	Mar 22, 2003	Apr 03, 2004	Feb 08, 2005	
						Sep 27, 2002	Apr 01, 2003	Apr 04, 2004	Mar 03, 2005	
						Oct 17, 2002	Apr 06, 2003	Apr 29, 2004	Mar 06, 2005	
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							Jun 06, 2003	Jun 27, 2004		
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Previously he was CEO of RoperASW, an **NOP World** Company. ... Knowledge Development department at **Burson-Marsteller**, a global communications consulting firm.

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e-fluentials - New E-fluentials Research To Be Presented at First ...

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blog.e-fluentials.com/index.php?p=75&more=1&c=1&tb=1&pb=1 - 18k - Supplemental Result - Cached - Similar pages

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The Basement

Your site www.efluentials.com clearly identifies the fact that the original study was commission by **Burson-Marsteller** from RoperASW (now Gfk **NOP**). ...
www.thebasement.com/.../2005/08/05/Influential_Marketing_Matt_Galloway_2_GfK_NOP_25.html?page=comments - 29k - Cached - Similar pages

First National Environmental Education Week Set for April 10 to 16 ...

According to NEETF surveys conducted by Roper Public Affairs at **NOP World** , 95 percent of American adults endorse environmental education in schools
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(pdf, K), John Gilfeather, Vice Chairman, **NOP World**, Roper Public Affairs ... (pdf format, 746K), John Clarke, Managing Director, **Burson-Marsteller** ...

www.corporatecomm.org/archive.html - 37k - Cached - Similar pages

WOMMA Summit: More Questions Than Answers

This point was underscored in multiple presentations at the WOMMA conference by **NOP World**, Edelman, Forrester, **Burson-Marsteller**, and others. ...

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[Jonathan Carson, CEO, BuzzMetrics](#)

[Dr. David Godes, Harvard Business School](#)

Featured Presenters:

[Jonathan Carson, BuzzMetrics](#)

[Karthik Iyer, Intelliseek](#)

[Joe Pilotta, BIGresearch](#)

[Laurent Flores, CRM Metrix](#)

[Steve Hershberger, ComBlu](#)

[Jon Berry, GfK NOP](#)

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[Richard Fielding, Starcom](#)

[Matt McGlinn, BzzAgent](#)

[Dr. David Godes, Harvard Business School](#)

[Greg Wester, Soapbox Marketing](#)

[Dr. Walter Carl, Northeastern University](#)

[Graham Mudd, comScore Networks](#)

[Promise Phelon, The Phelon Group](#)

[Pete Blackshaw, Intelliseek](#)

[Karen Kraft, Decision Analyst](#)

[Larry Burns, StartSampling](#)

[Max Kalehoff, BuzzMetrics](#)

[George Silverman, Market Navigation](#)

[Dave Cadoff, Future Now](#)

[Ann Green, Millward Brown](#)

[Dr. Maxwell Kilger, Simmons](#)

[Ted Morris, Brandimensions](#)

[Terry Pittman, AOL](#)

[Charles Buchwalter, Nielsen//NetRatings](#)

[Gary Stein, Jupiter Research](#)

Edward B. Keller, GfK NOP, CEO

Ed Keller, CEO of GfK NOP, is widely recognized as an authority on consumer trends and forces driving consumer market behavior in the US and around the world.

Responsible for the management and strategic development of GfK NOP, Keller has had a long career in marketing and media research, consulting with clients in the corporate, governmental and not-for-profit sectors.

Keller was named CEO of GfK NOP in 2004. Previously he was CEO of RoperASW, an NOP World Company. Keller joined Roper Starch Worldwide in 1986, was named president and chief operating officer in 1996, and was named CEO of RoperASW in September 2001. In January 2004, RoperASW and the Consumer business units of NOP Research in the UK joined as a single entity to become GfK NOP.

An active member of the marketing community, Keller serves as Vice President of Market Research Council, a member of the Board of Directors of the Advertising Research Foundation and Chairman of its Research Advisory Committee; on the board of directors of CMO (Council of Marketing and Opinion Research); co-Chairman of the Word of Mouth Marketing

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Association's Research Standards Committee, a member of the External Advisory Board for the University of Wisconsin-Madison A.C. Nielsen Center for Marketing Research and on the Advisory Board of the MSMR program (Master of Science in Marketing Research). *The Influentials*, which Keller co-authored in 2003 with Jon Berry, was selected as one of the five finalists for the 2004 Berry-AMA Book Prize for Best Book in Marketing, an honor that recognizes books whose innovative ideas have had significant impact on marketing and related fields.

Keller graduated magna cum laude from the University of Pennsylvania, where he also earned an MA in Communications from The Annenberg School for Communication.

Jonathan Carson, Buzzmetrics, President and Chief Executive Officer

Jonathan Carson is a recognized authority on important online trends with a history of internet business accomplishments. As President and Chief Executive Officer of BuzzMetrics he manages the company's operations and client relationships. Prior to BuzzMetrics, Jonathan founded and served as President of Intercities, Inc., an interactive development and consulting firm that worked with clients including Intel, Disney, National Institutes of Health, Cendant and the state of Arizona. Previously, Jonathan worked as a lead researcher for the Georgetown University Center for Business-Government Relations. Jonathan is a co-founder and director of the Word of Mouth Marketing Association, and has served on the boards of Adamsmith.net (an Internet spinoff of Adam Smith Global Television) and Sharpflat, Inc. He co-authored a chapter about the effect of the Internet on corporate governance for a Euromoney/Institutional Investor textbook with Jim Felton, the Central Michigan University professor whose *Journal of Finance* paper proved that the Enron scandal was first leaked on the Yahoo stock message boards.

Dr. David Godes, Assistant Professor, Harvard Business School

Dr. David Godes holds a Ph.D. and S.M. in Management from the Massachusetts Institute of Technology and a B.S. in Economics from the University of Pennsylvania. Much of his current research focuses on incentives and compensation issues, particularly as they relate to salespeople. In addition, he is also interested in research issues concerning the Internet and the marketing impact of fashions, trends and word-of-mouth. Prior to returning to MIT to join the doctoral program, Dave started and ran his own market research and consulting firm which served a range of clients throughout the Northeast drawn from banking, mortgage lending, health care management and venture capital. Prior to that, he was a Senior Product Manager at a New England consumer bank.

Karthik Iyer, Intelliseek, Senior Vice President of Business Development

Karthik Iyer founded the BrandPulse (formerly called Corporate Intelligence Service) in 2000. Currently, as the senior vice president of Business Development, Karthik is charged with creating new markets for Intelliseek's state-of-the-art information retrieval technology, business intelligence applications, text-mining/text-analysis technologies and related services. Before Intelliseek, Karthik held key positions with Proctor & Gamble Company, where he helped launch innovative, Internet-based approaches to network marketing and viral marketing to better connect the corporation with its consumers, employees and other stakeholders. Karthik brings to Intelliseek more than 10 years of research and analytics experience and a unique combination of technology and business development skills. Karthik holds a doctoral degree from the Ohio State University, a master's degree in business administration from the University of Cincinnati, and a bachelor of technology degree from the Indian Institute of Technology, Kanpur.

Joe Pilotta, BIGresearch, Vice President

Joe Pilotta is both the Vice President of BIGresearch and a Professor at Ohio State University, School of Communications. Joe has expertise in contemporary research methodologies, consumer behavior, consumer taste and preference, and globalization of political economy. Joe has conducted over 60 online studies in consumer behavior over the last 3 years. With BIGresearch, Joe launched the first Simultaneous Media Study and a database of over 65,000 observation has been developed. Joe is currently launching the Simultaneous Media Planning, and a Return on Customer Investment System, and has launched BIGresearch in China. He holds two PhDs from Ohio University (Communication Research) and from University of Toronto (Sociology), Canada. Senior Fellow, Midwestern Universities Consortium for International Activities (BigTen) and Co-Founder of the Center for Globalization, Guatemala. Joe also serves on the ARF, Long-Term Advertising Effectiveness Committee, and the Standard and Measures Committee of WOMMA.

Laurent Florès, CRMMetrix, Chief Executive Officer

Laurent Florès is CEO of CRMMetrix, a leading customer listening company. By leveraging over 15 years of experience measuring and building brands off line and online around the world, Laurent founded CRMMetrix. The company is based in NY, Paris and Bombay and counts Fortune 500 companies as clients such as Kraft, Coca Cola, P&G, Danone, L'Oréal, IBM working in areas such as Relationship Marketing, Innovation, and Word of Mouth measurement. Laurent regularly publishes, speaks, and teaches internationally at conferences such as ARF, Admap, AMA, ESOMAR, etc. He sits on the board of ESOMAR, the worldwide leading marketing research professionals association. Among other distinctions, he received the Fernanda Monti award from ESOMAR for best annual paper in 2001 and was nominated for best speakers at various worldwide annual events.

He is a graduate from Grenoble University Marketing PhD program, holds an MBA from ESC Rouen in France and a business certificate in e-metrics from the Wharton Business School.

Steve Hershberger, ComBlu, Partner

Although Steve has spent nearly twenty years in marketing, he has honed his marketing skills while at the helm of a number of highly successful businesses, all of which were built from the ground up. Some of the high points of his career include: creation of the Evangelist Effect and applying it with dramatic results to industry leaders in retail, distribution, finance and home services, leading the early development of pragmatic and powerful Internet-based business management tools for some of the nation's most respected companies, consistently creating innovative and elegant business solutions to complex business problems, and assembling teams of highly inspired people capable of achieving tasks that others considered to be 'impossible'.

Jon Berry, GfK NOP, Vice President

Jon Berry is senior vice president and editorial director with the New York-based market research and consulting firm NOP World. Mr. Berry oversees editorial products of the company's Roper Reports and Roper Reports Worldwide consumer trends research services, including *The Public Pulse* and *Global Pulse* trends newsletters. He also consults with the service's 100-plus clients, and is a frequent public speaker.

Mr. Berry is co-author of the book *The Influentials* (Free Press, 2003), based on NOP's proprietary research on the growing role of consumer word-of-mouth in the marketplace and society. The book has been featured in *The Washington Post*, *The New York Times*, *Fortune*, *BrandWeek*, *AdWeek*, *Ad Age*, *Fast Company*, and many other publications, and was selected as one of the five best marketing books of 2004 by the American Marketing Association.

Sarah Dietz, Burson-Marsteller, Senior Associate

Sarah Dietz is a Senior Associate in the Knowledge Development department at Burson-Marsteller, a global communication consulting firm. Ms. Dietz works on the firm's proprietary research studies including CEO reputation, corporate reputation, and "e-fluentials". In addition, she develops content for the CEOgo.com, e-fluentials.com, and CrisisResource.com Web sites. Ms. Dietz's expertise includes online study and questionnaire design for both quantitative and qualitative studies as well as analysis of research data.

Before joining Burson-Marsteller, Ms. Dietz was Project Director/Market Research Coordinator with Talk City Online Market Research Services (formerly Research Connections, Inc.). There she took part in many research studies for both quantitative and qualitative objectives. These included concept tests, Web site evaluations, ad testing, employee satisfaction, and customer profiling. She also programmed online questionnaires in HTML and moderated online focus groups. In addition, Ms. Dietz was responsible for training new project coordinators and technical support. Ms. Dietz graduated from Ithaca College with a Bachelors of Science in marketing.

Richard Fielding, Starcom, VP Director, Insights & Analytics Group

Richard Fielding currently oversees the Insights & Analytics group he formed after joining Starcom's North American office as media research director in December 2000.

In his position, Fielding leads his research team on three core fronts. First, he is responsible for evolving and developing tools and proprietary studies that offer valuable new consumer insights. Second, he works to continually educate the U.S. media team, providing them valuable information to remain ahead of the game. Third, Fielding is in charge of harnessing the latest and best thinking in the field.

Fielding first made his presence known in the press by guiding Starcom's analysis of TiVo's new second-by-second ratings product—the first numbers to provide such detailed insight on the viewing patterns of DVR subscribers. The analysis offered valuable views on consumer engagement with commercials as viewed on DVRs, and engagement levels as they related to program type and recorded viewing versus live viewing. Recently his team completed a large scale Print Engagement Study which has supported Starcom's magazine investment group's new output bases accountability positioning.

Matt McGlinn, BzzAgent, Director of Research

Matt McGlinn is the Director of Research at BzzAgent, a leading word-of-mouth marketing and research firm that utilizes a network of over 90,000 volunteer brand evangelists to assist clients in amplifying and understanding word of mouth. Matt oversees all research design, measurement opportunities and analysis for BzzAgent programs as well as manages client and research partner relationships. Prior to joining BzzAgent, Matt developed e-commerce and website strategies for niche market music instrument wholesalers and retailers. He also developed non-traditional marketing programs as the manager of college promotions at Rounder Records. He received his MBA from Baruch College with a concentration in Entrepreneurial Strategy and Marketing.

Gregory E. Wester, VoodooVox, Vice President of Research and Promotion Services

Greg is founder and president of Soapbox Marketing, a word of mouth consultancy that helps brands strategize, design, and launch measure best-practice digital word of mouth campaigns. Its design methodology focuses on understanding and tapping the subconscious motivations that drive person-to-person word of mouth. Soapbox's clients have included: Coca-Cola, TiVo, Bacardi Mixers, GetConnected, AAA, Club Med, and AOL. Greg also serves as VP of Research at Voodoo Vox, an interactive mobile marketing platform, used by over 250 radio stations, that combines broadcast radio, station call in lines cell phone opt-in messaging, and mobile content distribution.

Prior to founding Soapbox Marketing, Greg worked at Organic, an Internet professional services firm and web site developer. Prior to joining Organic, Greg served as Vice President of Internet Marketing Strategies at the Yankee Group, a leading Boston-based high-tech strategic advisory company. Greg's 20 years of industry experience began at GTE Research Labs, supporting technical development and marketing analysis of early interactive TV market trials. Greg's passion and expertise in interactive marketing began with academic studies in engineering, marketing, and psychology from Cornell and Harvard Universities.

Dr. Walter Carl, Northeastern University, Assistant Professor

Dr. Walter Carl conducts research and teaches in the areas of interpersonal and organizational communication. His publications include book chapters and journal articles on the topics of social interaction, personal relationships, and how relationships serve as a basis for influence and persuasion. His most recent research investigates word-of-mouth as it is embedded in routine, everyday communication practices, with a special emphasis on analyzing actual conversations and unique relationship histories. Of special interest is the study of buzz marketing communication and comparing everyday/organic versus institutional/amplified word-of-mouth. Dr. Carl also designs research-based consulting and training interventions for companies, universities, and not-for-profit organizations to help them with a variety of interpersonal and organizational communication processes. Dr. Carl received his Ph.D. from the University of Iowa and his master's degree

from the University of North Carolina at Chapel Hill.

Graham Mudd, Manager, Industry Analysis, comScore Networks

Graham Mudd is a senior industry analyst at comScore Networks. Since joining the company nearly three years ago, Mr. Mudd has helped conduct and lead analytical projects spanning a number of industries, including retail, media and financial services. In addition to developing research studies for clients such as Hewlett-Packard and Wine.com, Mr. Mudd has served as a lead analyst for the media and has been quoted by The New York Times, The Wall Street Journal, BusinessWeek and other leading business publications. Prior to joining comScore, Mr. Mudd led business and financial communications efforts for technology clients at Edelman Worldwide. Mr. Mudd holds a B.S. in psychology from Santa Clara University.

Promise Phelon, Phelon Group, Founder and CEO

Founder and CEO Promise Phelon leads The Phelon Group by studying and analyzing the enterprise markets to develop strategies that help the firm's clients anticipate and meet changing market directions head-on. She is the premier thought leader in the arena of Customer Leverage and customer reference programs.

As Partner of The Phelon Group, Promise has helped market-leading companies minimize sales cycles, maximize marketing impact and strengthen crucial customer relationships through customer leverage initiatives. Before founding The Phelon Group, Promise held senior marketing positions as Sales Enablement, Product Strategy and Product Marketing at BEA Systems. During her tenure, she launched and managed a sales-focused customer reference program through which she leveraged early customers to ensure field, customer, press and analyst adoption. As Product Strategy and Marketing Director, Promise developed and executed go-to-market product strategies, including traditional product marketing support. She also introduced innovative enterprise sales training approaches and defined and implemented an Integration Customer Advisory Council.

Promise earned her Masters of Business Administration in Hi-Technology Management from Pepperdine University. She also earned a Bachelors degree from Southern Methodist University in Dallas. Promise is a charter member of the Word of Mouth Marketing Association.

Pete Blackshaw, Intelliseek, Chief Marketing Officer and WOMMA, Co-Founder

Pete Blackshaw is a recognized expert in interactive marketing, word of mouth, and consumer understanding. He presently serves as Chief Marketing and Client Satisfaction Officer of Intelliseek, a Cincinnati company specializing in measuring and analyzing online "buzz"—or Consumer Generated Media (CGM)—in blogs, message boards, and direct consumer feedback to companies. Intelliseek's blog portal, Blogpulse.com, monitors over 3.5 million blogs every day, and serves as a showcase of Intelliseek's advanced text mining capability. Intelliseek was recently named to Inc 500's list of "Fastest Growing Privately Held Companies."

Pete is one of the founders of the Word of Mouth Marketing Association, one of the fastest growing industry groups in advertising and marketing circles, and he presently authors a bi-weekly column JupiterMedia's "ClickZ" network.

Karen Kraft, Decision Analyst, Senior Account Executive

Karen Kraft is a Senior Account Executive at Decision Analyst, Inc., an international marketing research and marketing consulting firm. She has over 10 years of experience in marketing research and is well versed in both qualitative and quantitative research methodologies. Karen specializes in new product development research, brand and advertising tracking, and her current work in developing tools to help companies track word-of-mouth about their brands. Holding a Bachelor of Science degree in anthropology from California Polytechnic University, Pomona, her interest in studying people and cultures has naturally lent itself to a fascination with word-of-mouth. As an extension of her research career, Karen also teaches advertising research at the University Of North Texas.

John L. (Larry) Burns, StartSampling, President and Chief Executive Officer

With more than two decades of research and packaged goods experience at some of the nation's leading companies, Larry Burns is the President and CEO of StartSampling, a marketing and promotions company that has established itself as the leading on-line sampling company by linking brands with consumers.

Before joining StartSampling in September 1999, Burns cultivated a career that prepared him well for his latest professional challenge. Prior to StartSampling, he was Executive Vice President of Product Management at Information Resources, Inc., a Chicago-based information services firm. While at Information Resources, Larry had responsibility for managing and overseeing the InfoScan™ brand, at the time the premier market share-tracking product. Before IRI, Larry worked as a marketing research professional for several major consumer product companies, including Heinz USA, Cadbury Beverages, Pepperidge Farm and General Foods. His early career included work in the trenches of the Marketing Research industry with junior analyst positions and it all started as a telephone and mall interviewer.

Well-recognized throughout the industry, Burns is frequently sought out by the press who appreciate his ability to de-mystify complex topics in an industry where the only constant is change. Burns is a 1976 graduate of Alfred University with a Bachelor of Science degree in Chemistry.

Max Kalehoff, BuzzMetrics, Consultant, Director - Marketing

Max Kalehoff consults as BuzzMetrics' director of marketing, leading marketing as well as strategic agency partnerships. He has over a decade of experience working with Fortune 500 brands as well as fast-growing startups in the media and information industries. In addition to BuzzMetrics, Max consults regularly to other organizations such as Hitwise and the Interactive Advertising Bureau (IAB), and writes a monthly column for MediaPost on search marketing and its intersection with user-created content.

Max previously served as senior manager of marketing communications at comScore Networks, a global provider of e-commerce ratings. He led marketing strategy and communications, content alliances, and wrote weekly trend reports on the firm's Internet ratings and e-commerce data. He frequently contributed analysis to the Pew Internet & American Life Project,

and was cited extensively in the business and Internet trade press. He joined comScore from Jupiter Media Metrix, when comScore acquired Jupiter's media ratings business. At Jupiter Media Metrix, Max led marketing communications for the Internet measurement divisions, and supervised a team of analysts and marketing managers. Max began his career as a Harold Burson Summer Intern and became a senior associate responsible for leading client relationships with DuPont, Xerox and Media Metrix.

Max graduated from Syracuse University's S.I. Newhouse School and holds a bachelor of science.

George Silverman, Market Navigation Inc., President and Founder

George Silverman, President of Market Navigation, Inc., is a recovered and reformed psychologist (ABD for a Ph.D. in educational psychology). His primary interest is in the psychology of marketing, decision-making, persuasion and particularly word of mouth, for which the formal study of psychology had not prepared him, but 30 years of marketing consulting has. He is the inventor of the telephone focus group, co-inventor of the peer word of mouth group (widely acknowledged to be the most powerful marketing method ever developed in the pharmaceutical industry), and has successfully used word of mouth techniques to accelerate purchase decisions for some of the most successful products ever introduced, including the VCR, the automatic teller machine, the Trac II razor, the NordicTrack and many of the most successful pharmaceutical launches in history. He is a past Treasurer and Board member of the Qualitative Research Consultants Association (QRCA), and has been Chairman of its Professionalism Committee.

Dave Cadoff, Future Now, Vice President of Business Development

Dave is the Future Now Group's Vice President of Business Development. His focus is developing the tools and training that illustrate cutting edge conversion techniques through Persuasion Architecture. In addition, he supports partners that want to join Future Now in delivering the highest possible conversion rates for their clients.

Bringing over 20 years experience in sales, marketing and technology. Dave has worked for some of the largest companies, like Pepsi-Cola and PricewaterhouseCoopers, to fast-growing start-ups like Interwoven. He's sold everything from microwaves to enterprise software and knows that sales is more about psychology than technology.

Ann Green, Millward Brown, Senior Vice President, Marketing Solutions

Ann brings extensive marketing, research, client service, and interactive expertise to Millward Brown. She currently heads up Millward Brown's North American marketing solutions initiatives. This unit delivers the company's newest solutions which help clients build, grow and manage their brands. Prior to this, Ann was vice president in client service, working with leading clients and spearheading new product innovations for North America, which included identifying client needs, building relationships with third-party vendors, and exploring enhancements in technology.

Ann began her early career with Millward Brown, later holding key positions with leading research firms Ipsos-ASI, where she worked with a roundtable of interactive advertisers to create new standards of interactive measures, and at NFO Interactive, where she was responsible for the development of their retail and ecommerce-based business. Just prior to returning to Millward Brown, Ann held consulting positions for several research companies and advertising agencies, including Harris Interactive and Grey Interactive.

Ann holds a bachelor's degree in marketing with a minor in mathematics from Fairfield University in Connecticut.

Dr. Max Kilger, Simmons. Chief Behavioral Scientist

Dr. Max Kilger is a Stanford University-trained social psychologist directing Simmons Market Research Bureau's efforts in developing new methodologies from both quantitative as well as qualitative fields. His graduate studies revolved around how status characteristics as well as verbal/non-verbal cues shape face-to-face discussion and influence. He is one of the leading investigators in market research in the US in the field of database integration and is responsible for the development of all of Simmons' psychographic scales. His research interests include devising effective measurements for sensitive topical areas, the association between psychographic data and consumption patterns, the relationship of people to digital technology and methods of linking datasets containing disparate individuals.

Ted Morris, Brandimensions, Senior Vice President, Strategy and Corporate Development

Ted Morris is responsible for business value delivery to the marketplace to ensure that information is easy to understand, insightful and actionable for marketing, branding and advertising executives. Ted has been instrumental in founding the Brandimensions market intelligence practice and is one of the chief architects of the suite of service offerings that Brandimensions currently deploys across North America and Europe.

A specialist in marketing research, marketing strategy and CRM, Ted was a research practice lead with Maritz Marketing Research Inc. (MMRI) as well as a senior marketing strategy consultant with IBM Business Consulting Services. Most recently, while at IBM, Ted was a member of the global teach team at the IBM Advanced Business Institute in New York providing guidance for senior executives. Ted also delivered the "Becoming Customer Centric" and "Customer Value Management" engagements in the US, Canada, and Japan.

Ted has authored a considerable number of papers on customer management and marketing research notably for the American Psychological Association, the National Post, the Professional Marketing Research Society and CMA Magazine. Ted provides guidance to executives in a variety of industries including automotive, financial services, information technology, insurance, telecommunications, advertising, consumer packaged goods and entertainment (television, theatrical and interactive).

Terry Pittman, AOL, Executive Director, Digital Services Market Research Group

Terry Pittman is Executive Director of America Online, Inc.'s Digital Services Market Research Group, which creates and markets AOL's new initiatives including Security & Computing Tools, Education and Entertainment Services, Multimedia

Services, VoIP, Wireless Services, and Voice Services. In this role, Pittman is responsible for consumer insights and learning to guide decision-making.

Before joining AOL, Pittman was the Founder and President of Postmodern Media, a boutique consulting business, which has worked with major corporations. Prior to that, he was co-founder and Group President of BrightStreet.com (now E-Centives), and was responsible for all sales and business development activities. Prior to joining BrightStreet.com in 1999, Pittman was General Manager of Online Advertising and eCommerce at Netcom where he had P&L responsibility for the Web site, including content and audience development responsibilities.

Pittman's research experience includes extensive work with consumer markets, media audiences, and segmentation. He was President of the Media and Telecom Group at Claritas/VNU with responsibility for segmentation and new product strategy supporting leading television networks, including: ABC, NBC, and Discovery Channel, as well as major telecom providers and cable operators.

Pittman is a graduate of The University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, with additional studies in Music and Philosophy.

Charles Buchwalter, Nielsen//NetRatings, Vice President, Client Analytics

Charles Buchwalter is vice president of client analytics for Nielsen//NetRatings. Mr. Buchwalter and his team of analysts work to deliver the next generation of custom research that is being sought by clients.

Mr. Buchwalter started his career with DRI/McGraw-Hill where he served as group vice president of the financial information group managing DRI's national financial services practice. After DRI, he joined CMP Publications (now CMP Media) where he worked with the management team to conceive and implement electronic publishing strategies. At ParaMarketing, Mr. Buchwalter helped leading companies respond to Internet market developments; he developed go-to-market channel strategies for the Internet business units of IBM, Digital Equipment, Novell, Oracle and Sun. In 1999 he joined AdRelevance which was acquired by Media Metrix. He joined Nielsen//NetRatings in April, 2002, as part of its acquisition of AdRelevance and other Jupiter Media Metrix assets. Mr. Buchwalter holds a M.S. in Natural Resource Economics from the University of California, Berkeley, and a B.S. in Economics from University of Washington.

Gary Stein, Senior Analyst, Jupiter Research

Gary Stein is the Senior Analyst for online advertising and marketing for Jupiter Research; he also focuses on the Consume Packaged Goods industry. Topics that Stein covers include advertising formats, rich-media, media purchasing tactics, marketing strategies, and consumer behavior online.

Stein writes a column on marketing for ClickZ and maintains a Weblog covering online marketing trends at Steinblog.com. Gary has appeared on CNN, in *The Wall Street Journal*, and in many newspapers and trade journals. He also teaches a class at San Francisco State on strategic interactive marketing and design.

Prior to joining Jupiter Research, Stein worked as the Senior Strategist at Red Sky, an interactive marketing and advertising agency, where his clients included Procter & Gamble, The Coca-Cola Company, Lands' End, and Nike. Before Red Sky, he worked at Poppe Tyson, one of the first traditional agencies to truly embrace the interactive medium. Stein started his career at Mactivity, Inc., a firm focused on tradeshow and publications targeting the then-emerging interactive services market. At Mactivity, he co-wrote a book on Web publishing and developed one of the first conferences for Web developers.

Stein holds a B.A. in English and M.A. in American Literature from California State University at Chico, and currently lives in San Francisco with his wife, two cats and seven bikes.

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Chet W. Burchett

**President and Chief Executive Officer
Burson-Marsteller USA**

Chet Burchett joined Burson-Marsteller in 1998 and served as President/CEO of the Midwest Region and national chair of the Brand Marketing Practice until October 2000 when he assumed the role of President/CEO for US Operations. Chet's primary focus since joining the agency has been on developing multi-practice and cross-geography client programming and products.

A specialist in corporate reputation and corporate brand, Chet has more than 21 years of news media and public relations experience, including a previous role as global director of corporate reputation for another agency. His background includes heavy emphasis on client service in the areas of corporate positioning, CEO counsel, crisis and issues management, litigation support, labor and employee relations and consumer and business-to-business marketing. He has served as the primary architect of Burson-Marsteller's Corporate Brand Equity methodology and led several initiatives to create applied knowledge products using the agency's proprietary knowledge resources.

Over the years, Chet's client relationships have included work for companies such as Sara Lee Corporation, Sunbeam, Gatorade, Sears, Tenneco, AT&T, SC Johnson, The Minute Maid Company, ConAgra, Blue Cross Blue Shield Association, Case Corporation, Ericsson, Aramco, Exxon, Chevron and Continental Airlines. He has broad experience in strategic planning for clients in the areas of corporate reputation and brand development, litigation and product liability, Chapter 11, labor organizing, corporate reorganization and internal change communication, crisis response plans and product marketing.

A former newspaper editor with trade journal experience, Chet holds a degree in political science and journalism from Baylor University.

Christopher P.A. Komisarjevsky

**President and Chief Executive Officer
Burson-Marsteller Worldwide**

Chris Komisarjevsky is president and chief executive officer of Burson-Marsteller Worldwide. He formerly was president and chief executive officer of Burson-Marsteller USA.

Prior to joining the company in 1995, Mr. Komisarjevsky was president and chief executive officer at Gavin Anderson & Company, a public relations subsidiary of Omnicom, and was responsible for the firm's U.S. operations.

Prior to that, Mr. Komisarjevsky held a series of senior leadership positions at Hill and Knowlton, Inc. During his 20 year career there, he had served as president and chief executive officer of the company's Europe, Middle East and Africa operations, had been chief executive of its Carl Byoir & Associates subsidiary, had been head of the firm's New York office and head of its corporate practice.

During his career, Mr. Komisarjevsky has been responsible for public relations and public affairs activities for major corporate and trade association clients in financial services, building materials, entertainment, pharmaceuticals, health care, communications, real estate, management consulting and consumer products. He has had extensive experience in crisis management and labor negotiations.

He has authored articles on a wide variety of public relations topics and lectured on communications and business at Spain's Instituto de Empresa, Switzerland's International Institute for Management Development and at the New York University Graduate School.

Mr. Komisarjevsky holds a master's degree in business administration, has done graduate work in German literature and international affairs in the U.S. and Europe, has attended the Wharton School and has a bachelor's degree in political science.

He is a 1996 recipient of the Ellis Island Medal of Honor, serves on the boards of a number of non-profit organizations and is a trustee of EQ Advisors Trust.

Mr. Komisarjevsky served in the U.S. Army from 1967 to 1972 as a captain, helicopter pilot, instructor pilot, flight commander and plans officer, seeing combat service in Vietnam with the First Cavalry Division in 1969 and 1970.

Idil Çakim

Director, Knowledge Development
Burson-Marsteller

In her position as director in the knowledge development group, Ms. Çakim specializes in interactive marketing and custom research. She manages Burson-Marsteller's Internet related proprietary studies, including the *e-fluentials*SM.

Prior to joining Burson-Marsteller in July of 2001, Ms. Çakim was the director of media and entertainment strategies at Cyber Dialogue, an Internet customer relationship management company. At Cyber Dialogue, Ms. Çakim worked with media, travel, healthcare, finance, and telecom clients on custom research projects that involved visitor profiling, segmentation and concept testing. Using Cyber Dialogue's syndicated primary research, Ms. Çakim consulted media and entertainment clients on branding, content development, business models, customer acquisition and retention strategies.

Ms. Çakim is the author of numerous industry briefs and articles on online entertainment, transitioning offline companies online, targeting valuable customers on the Net and e-commerce. During her tenure at Cyber Dialogue, Ms. Çakim has also been a public speaker on issues regarding ethnic minorities' use of the Internet, e-CRM and digital music. She has been widely quoted in trade journals and newspapers such as *Industry Standard*, *Inter@ctive*, *CNet News*, *CBS Market Watch*, *min's New Media Report*, *San Jose Mercury News*, *Chicago Sun Times*, *NY Post*, and *The New York Times*.

Ms. Çakim holds an M.A. in Communication from the Annenberg School at the University of Pennsylvania where she concentrated on cross-cultural communication and media intervention campaigns, and a B.A. in Sociology from Bryn Mawr College. She is a member of National Association of Minorities in Communication.

Linda Recupero

Practice Chair, U.S. Brand Marketing
Burson-Marsteller

Linda Recupero leads Burson-Marsteller's U.S. Brand Marketing Practice with a focus on business-to-consumer and business-to-business marketing. As the Chairperson of Burson's Brand Marketing Practice, Linda counsels clients on ways to build and maintain brand leadership. She oversees the planning and creative program development for the practice group's cadre of marquee clients.

For more than 17 years, Linda has been a professional in the public relations arena. Beginning by building a love and interest in consumer media relations, Linda maintained a solid grounding in public relations and marketing communications. From e-business to energy deregulation, hardware to health care, food to fashion, retail to real estate and alcoholic beverages to appliances, Linda has dedicated her career to managing and communicating the features and benefits of consumer products and services. Her focus has always been to bring a fully-integrated approach to consumer brand marketing, working to educate then activate consumers in support of some of the world's greatest brands.

Linda is credited with one of the most successful launches in pharmaceutical history for Ciba Pharmaceuticals. For the introduction of its nicotine patch, Habitrol, Linda and her team hosted the first-ever drop of a 20' cigarette off of a 24 story building on Wall Street to bring consumer attention to this product as an aid in making your New Year's resolution to quit. Global coverage was achieved for this event, which kicked off a 100 van, 77 city SmokeBuster's grassroots, direct-to-consumer marketing tour.

In the area of food and packaged goods marketing, Linda's creativity continues to show through. Her work for example, in developing the National Search for America's Top Magician, supported Nabisco's major "Unlock the Magic" ad campaign for Oreo Cookies and resulted not only in one full hour of broadcast media coverage, but sampling to thousands of consumers in 75 cities across the U.S.

She has saturated the beverage market, both alcoholic and non-alcoholic brands. She has done everything from major brand launches for Rolling Rock Beer to creative development planning around Coca-Cola's national "fun card" co-branded roll-out for teens. She launched Labatt Ice Beer in New York with the first ever "Ice-ditarod" dog sled team mushing down Fifth Avenue and orchestrated a 15-market logoed van sampling program for Clearly Canadian's Orbitz beverage. Linda has toured the country with the Brewmaster from Bass Ale, visiting media and microbrew outlets, and currently consults strategically on the Gatorade brand.

Linda Recupero (cont'd.)

There is not much Linda hasn't done, including the launch of Mercedes-Benz' hot SLK roadster, orchestrating a global sailing sponsorship for Omega Watches, introducing Evander Holyfield's Warrior Wear clothing line at the now infamous "Bite Fight" and co-hosting the Arkansas Rodeo Parade, together with Mr. Peanut. She also remembers proudly her numerous shopping mall openings and events for the Simon Property Group, including feeding 20 hungry Ringling Bros. elephants breakfast at 2:00 a.m., outside of Manhattan Mall (then A&S Plaza).

More recently, Linda's work has shifted to include growing and managing Internet brands. Work in this arena has stretched from major project management for Microsoft to the launch of successful web portal, iWon.com, to global oversight of one of the world's largest portals/media companies, Lycos.

In addition to fun events and sponsorships, Linda has also been heavily entrenched in the field of Reputation Management. Helping to craft the Corporate Reputation platform of her previous agency, Recupero has worked to develop methodology and apply Reputation Management processes successfully for clients.

Prior to joining Burson-Marsteller, Linda directed the Consumer & Lifestages Practice Group at Shandwick International. She acted as the agency's National Creative Director and served on the Reputation Management task force and was a member of the agency's elite leadership team, the Accelerators.

Linda has a B.A. in Marketing and English from St. Peter's College in Jersey City, New Jersey. She worked for New Jersey Nightly News for its "A Closer Look" mini-documentary department. Linda is married and lives with her husband of 15 years, Craig, in Upper Saddle River, New Jersey.

Leslie Gaines-Ross

Chief Knowledge & Research Officer
Burson-Marsteller

In her role as chief knowledge and research officer at Burson-Marsteller, Dr. Leslie Gaines-Ross is responsible for the firm's thought leadership platform and new research. She has been the architect behind landmark research in the areas of CEO reputation, corporate reputation, Communications Capital™ and e-fluentialsSM.

Dr. Gaines-Ross is a leading expert on CEO reputation—how CEO reputations are built, maintained and enhanced. She heads Burson-Marsteller's Reputation Consulting Services and spearheaded the first comprehensive research ever-conducted on CEO reputation and its impact on corporate reputation. Dr. Gaines-Ross was the originator of *On the Minds of CEOs*, a new survey among global CEOs conducted with *Fortune*; she was also the architect behind CEOgo.com, a Web site devoted to CEO news and information. She is currently writing a book on CEO reputation.

Prior to joining Burson-Marsteller, Dr. Gaines-Ross was the communications and marketing director for *Fortune*. At *Fortune*, she initiated several groundbreaking research programs, including the widely acclaimed *Leveraging Corporate Equity* with Yankelovich Partners and *Brands at the Crossroads*, a survey of global *Fortune* 500 CEOs. She also co-authored *Fortune Cookies: Management Wit and Wisdom from Fortune* (Vintage Books, 1993) and was a 1995 winner of Time Inc.'s President's Award. Before *Fortune*, Dr. Gaines-Ross was vice president of Lieberman Research Inc., a nationwide public opinion polling and survey research company.

Dr. Gaines-Ross' work has appeared and been cited in *The Financial Times*, *The London Times*, *The Wall Street Journal*, *Advertising Age*, *PRWeek*, *Reputation Management*, *Christian Science Monitor*, *USA Today*, *Chief Executive*, *eCompany Now* and the Conference Board's *Across The Board*. She has also appeared on CNN and CNBC. In addition, she is a frequent public speaker on CEO and corporate reputation management. Dr. Gaines-Ross is currently on the Executive Advisory Panel of Corporate Reputation Review, an international journal on the management of corporate reputations, and was inducted into the Academy of Women Achievers of the YWCA of the City of New York in 2000.

Dr. Gaines-Ross is a graduate of the University of Michigan and received her doctorate from New York University. Dr. Leslie Gaines-Ross lives in Park Slope, Brooklyn with her husband and three children.

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**The power of online
influencers -**

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Six Secrets of
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E-fluential Survey

The following is a list of ways that people can express their opinion online. In the past 12 months, how often did you express your opinion by each of these means?

	Almost Daily	A few times/wk.	A few times/mo.	Time to time	Never
Participated in chat rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posted to bulletin boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posted to newsgroups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posted to listservs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sent e-mails to companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sent e-mails to politicians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sent e-mails to well-known news and media companies (e.g., Time, Newsweek, CNBC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made friends online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made business contacts online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided feedback to Web sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forwarded news and Web site information to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>